

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re US Patent Application of:	)	
	)	
Matthew K. GRACIE	)	Confirmation No.: 2322
	)	
Serial No.: 10/735,018	)	Group Art Unit: 3624
	)	
Filing Date: December 12, 2003	)	Examiner: Loftis, Johnna R.
	)	
Title: SYSTEM AND METHOD FOR	)	
CONDUCTING AN OPTIMIZED	)	
CUSTOMER IDENTIFICATION	)	
PROGRAM	)	

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO DECEMBER 8, 2009**  
**NOTICE OF NON-COMPLIANT AMENDMENT (37 CFR 1.121)**

Dear Sir:

In response to the Notice of Non-Compliant Amendment dated December 8, 2009, Applicants hereby submit an entire replacement Amendment to include a complete listing of all of the claims as previously presented.

- I. IN THE CLAIMS:** This section begins on Page 2
- II. REMARKS:** This section begins on Page 18